

Planning Guide

CONNECTING FAMILIES WITH THE FUTURE



***Neighborhood
Networks
Week***

June 20-26, 2004



Neighborhood Networks Week

Planning Guide
2004



Neighborhood Networks Week

Planning Guide

This publication was developed by the U.S. Department of Housing and Urban Development (HUD) for use by Neighborhood Networks centers.

In 1995, HUD's Office of Multifamily Housing Programs created Neighborhood Networks to encourage property owners to establish multiservice community learning centers in HUD insured and assisted housing. Neighborhood Networks was one of the first federal initiatives to promote self-sufficiency and help provide technology access to low-income housing communities.

Today, in urban centers and rural towns across America, Puerto Rico, and the U.S. Virgin Islands, more than 1,200 Neighborhood Networks centers are putting the power of technology in the hands of people.

No two Neighborhood Networks centers are alike. With support from innovative public-private partnerships, Neighborhood Networks centers sponsor a range of services and programs. Nearly all centers offer job-training and educational opportunities, and many also provide programs that include access to healthcare information and microenterprise development.

This guide was published in 2004.

To receive copies of this publication, contact:

U.S. Department of Housing and Urban Development

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Neighborhood Networks Information Center

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All publications are available from the Neighborhood Networks Web site at
www.NeighborhoodNetworks.org.



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What Is Neighborhood Networks Week?

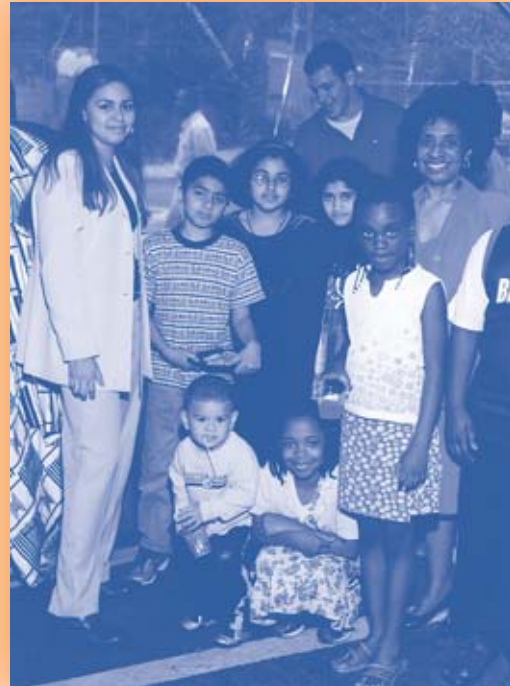
Neighborhood Networks Week 2004 is a weeklong celebration that recognizes the achievements of Neighborhood Networks centers located throughout the United States, Puerto Rico, and the U.S. Virgin Islands.

From June 20–26, 2004, all Neighborhood Networks centers are encouraged to highlight their role in “Connecting Families With the Future” by participating in a variety of national and local events. Participating in these events can help you show your community how centers create employment and job-training opportunities, advance literacy, improve computer access, and promote the self-sufficiency of families in HUD multifamily insured and assisted housing communities.

Neighborhood Networks Week is the perfect opportunity to honor the dedication of thousands of Neighborhood Networks center staff, property owners and managers, volunteers, community leaders, partners, and local businesses.

This planning guide is a how-to manual that provides practical advice about planning and holding successful events during Neighborhood Networks Week. It is designed to help you select one or more activities that will benefit your center. It includes event ideas, general planning tips, and sample documents to help promote your event.

In addition to local events planned by centers, HUD is planning several national events that centers can participate in throughout the week. In the past, national Neighborhood Networks Week events have included soccer clinics with



Major League Soccer players, partnership announcements with national and local partners, health fairs, and live Web events with NASA, Kidz Online, Monster.com, and Women’s National Basketball Association all-star Chamique Holdsclaw of the Washington Mystics.

A list of local and national events will be posted on the Neighborhood Networks Web site at www.NeighborhoodNetworks.org. Call toll-free (888) 312–2743 to learn how your center can participate in Neighborhood Networks Week 2004.

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Why Should My Center Participate?

Holding a Neighborhood Networks Week event can provide substantial benefits for your center and your community, including meeting some of the challenges your center may face today. This guide provides you with a step-by-step approach to planning events that showcase your successes and help meet your needs. By participating, you can:

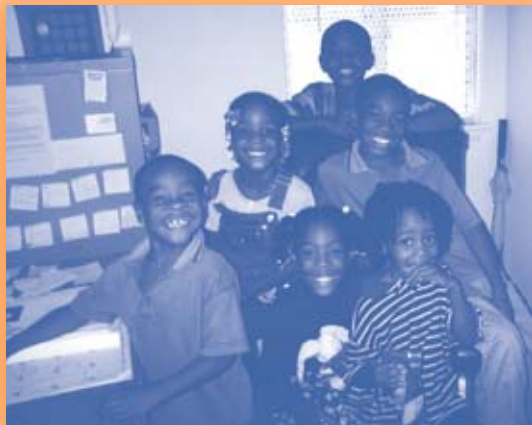
- ◆ Increase the number of residents coming to your center and give current center users an opportunity to take part in special national events.
- ◆ Attract more volunteers by increasing your center's visibility.
- ◆ Gain more funding by showcasing your center and its accomplishments.
- ◆ Expand your ideas and opportunities for building partnerships.
- ◆ Honor parents, kids, center staff, mentors, and partners for their support in strengthening families and building promising futures.

- ◆ Enhance the collaboration between the property owner or manager and the center staff.

The event planning process can have its own rewards. People who are a part of your successful event planning team may be energized to make a longer term commitment to your center.

How Can My Center Join in the Celebration?

- ◆ Fill out the registration form, which is available both on the Neighborhood Networks Web site and later in this guide. A list of national and local events, including Webcasts and chats, will be posted on the Neighborhood Networks Web site. Visit the site at www.NeighborhoodNetworks.org or call (888) 312-2743 toll free to learn how your center can participate in Neighborhood Networks Week 2004 events.
- ◆ Read this guide to determine what type of event meets your goals.
- ◆ Follow the step-by-step instructions to plan an event.





What Does Your Center Need Most?

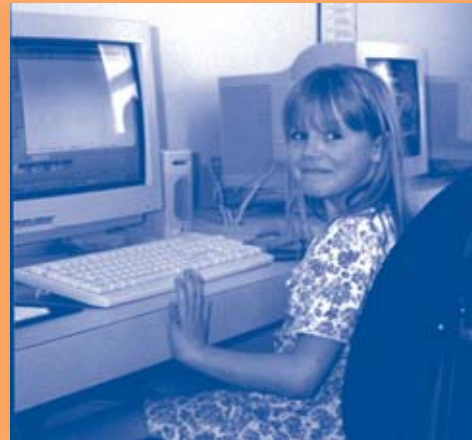
The following are some common needs but not an exhaustive list. Your needs may be very different from the ones listed.

More Resident Participation

There are many activities that can help spark resident interest in your Neighborhood Networks center. Neighborhood Networks Week activities are opportunities for residents to get to know each other, center staff, and partners. Participation also can foster good relations between residents and the property owner and/or managing agent.

Examples

- ◆ **Hold a local job fair at your center.** Invite local businesses and business owners to come to your center and showcase available jobs. A job fair is the perfect venue for anyone seeking employment at your center and any local employer looking to fill positions in your community. It is also a great way for you to become better acquainted with community stakeholders.
- ◆ **Hold a family fun day** that allows parents to come with their children and socialize with other residents. Activities could include a barbeque; various sports events for the entire family; and face painting, clowns, or other children's entertainment. Hold the family fun day on a Saturday or Sunday afternoon to ensure maximum participation.
- ◆ **Hold a health fair at your center.** Local health advocacy organizations are usually



anxious to get the word out about health problems and will provide handouts and other information. Try to arrange health screenings. For example, holding a blood pressure screening is easy. Seek help from local healthcare professionals willing to donate some time.

- ◆ **Hold a Walk for Your Center Day.** Invite families—within the property and beyond—policymakers, and other community leaders to participate in a mile fun run or walk.

More Volunteers

Attracting and keeping good volunteers is a challenge for every Neighborhood Networks center. The attention that a Neighborhood Networks Week event will bring to your center can convince volunteers to get involved.

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Examples

- ◆ Hold a **volunteer appreciation day**. Award certificates or plaques to volunteers who have participated for a year or longer. Take it a step further by sending press releases and photos of your volunteers to local newspapers. Volunteers will appreciate recognition for all of their hard work.
- ◆ **Look to local colleges or high schools** for additional center volunteers. Most students are willing to donate some of their time to better the community in which they live. Hold an orientation to demonstrate what your center is doing.

New Partners and Funding

Neighborhood Networks Week provides centers with an excellent opportunity to invite existing Neighborhood Networks partners to their center, highlight the partners' contributions, highlight the center's efforts, and celebrate the resulting successes. Increasing your center's visibility can open the door to more funding opportunities.

Keeping partners involved in your center and up to date on programs is essential to maintaining a lasting relationship. Organizations like to know that they are making a good investment of their time, money, or other resources. It is the center's job to show partners how their efforts make a positive difference in the lives of residents. It also is an opportunity to showcase the best of what a center has to offer and to market a center to potential partners and community stakeholders.

Examples

- ◆ **Make an announcement of a newly formed partnership or collaboration.** Invite residents, community stakeholders, and the

local media to show your new partner how much this partnership really means to your center. The publicity alone may spark the interest of another potential partner.

- ◆ **Hold an open house for existing and potential partners.** Have residents and volunteers talk about how center programs have improved their lives. Allow time for partners to talk to individual residents so they can gain a personal attachment to the center.
- ◆ **Look to local businesses** to provide cash support or in-kind resources, such as materials, equipment, and volunteers. For information about how to approach local businesses, see the fact sheet *Local Businesses Are Likely Neighborhood Networks Supporters* on the Neighborhood Networks Web site under Resources for Centers.
- ◆ Have center participants **search** the Internet **for local funding and partnering possibilities.** A list of valuable Web sites is available at www.NeighborhoodNetworks.org under Resources for Centers. In large cities, this could also include research in local business directories and business newspapers and magazines. In smaller towns, it could include research in the phone book. This research can provide leads for potential funders or partners.

Outreach and Marketing Skills

Neighborhood Networks Week presents an exciting opportunity to publicize your center and showcase your services to residents and the community. You can never have too much exposure. Letting people know who you are and what you do only enhances your center and its programs.

Examples

- ◆ **Design a Web site** that highlights the various programs at your center. A Web site is a perfect place to promote upcoming events, recognize your partners, or write about a special person who has made a difference at your center. With millions of people surfing the Web every day, it is the most efficient way to expose your center to the world.
- ◆ **Create a fact sheet** that explains the who, what, when, where, and why of your center. The handout can be given to community stakeholders and local businesses or used to entice residents who have never visited the center.
- ◆ **Create a flyer** that announces a future center event. The flyer can be placed on car windshields or in residents' mailboxes to help publicize an event.
- ◆ **Contact and join the local Chamber of Commerce** and associations of nonprofits involved with community development. **Networking** is a great way to meet potential supporters and partners and promote special events or activities at your center.

Property Owners'/Managers' Support and Cooperation

Be sure to include your center property owners and managers in your Neighborhood Networks Week planning. Explain to them that it is an opportunity to highlight the contributions their property makes to the community.

By participating in Neighborhood Networks Week, property owners and managing agents can also build lasting, mutually beneficial relationships with residents and their center's public, private, and nonprofit partners. It is also a great way for them to show the community that they are good corporate citizens.

- ◆ **Host a recognition ceremony** to show your property owner or management company how much you value the commitment they have made to your center. Highlight specific examples of the various ways that the center has improved the quality of life for residents. Present the property owner or manager with a plaque or certificate. Invite the media, and make it a celebration.
- ◆ **Arrange a day** when the property owner or management company announces something terrific they are doing for the center such as purchasing a new computer or adding new software.



Hold a Special Event

Now that you see the many benefits for your center, it is time to decide on a Neighborhood Networks Week event. The first step is to prioritize your needs. All needs probably cannot be met with one event; however, some events can attract several different types of people, including potential participants, volunteers, and partners.

The following are examples of events that can appeal to one or more groups that you are trying to reach.

General Events

Open House

An open house is a perfect way to showcase yourself to the community and let residents, potential volunteers, and partners see what your center does. Some things you might do during an open house include:

- ◆ Invite residents and community partners to your center and show off a program in action. Recognize the accomplishments of a resident or a recent graduating class from one of your programs by presenting an award. Provide refreshments so that residents and potential partners can talk and mingle.
- ◆ Ask an existing partner (or approach a new partner) to donate a door prize in return for some publicity. Invite the media and your partners and offer the media a chance to talk with the residents and partners involved.

Grand Opening

If you are planning to open a new center in June, opening it during Neighborhood Networks Week will make a bigger splash because you can emphasize the national event as part of your local event.

- ◆ Invite residents and the public to come to the new center to see what kind of programs you offer.
- ◆ Advertise in the Volunteer Opportunities section of local newspapers to attract potential volunteers to the grand opening.
- ◆ Ask a local business to become a partner and donate refreshments or a door prize.
- ◆ Get help from a volunteer or hire a photographer to take pictures of the grand opening. Invite the local media (see The Publicity Campaign later in this guide) and invite community leaders and others who are more likely to attend if they feel the event will be publicized.

Acknowledge Your Partners

Recognizing your partners ensures that they will stay involved in your center. It also is a good way to show the value of participation to potential new partners. Involving residents in partner activities can make them feel that they are contributing to the support of their center by showing off center programs or accomplishments.

- ◆ Hold a recognition ceremony such as a breakfast, luncheon, or dinner to publicly thank partners. Consider presenting a partner with a plaque or a nicely framed certificate of appreciation.

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- ◆ Invite community leaders and potential partners to your recognition ceremony, and ask residents to participate by sharing their stories.

Give Your Center a New Look and Feel

Fixing up your center is a good way to build residents' pride in their Neighborhood Networks center. It is also a way to gain potential partners by asking a hardware or home center store to donate paint or other materials and a local restaurant to donate refreshments.

- ◆ Hold a painting party to give your center a new look.
- ◆ Build some shelves for a classroom.
- ◆ Convert a storage room into a cozy study space.
- ◆ Get a group together to help clean up the property around your center.

Participate in National Activities

Several national activities are planned for Neighborhood Networks Week. Find out what they are by visiting www.NeighborhoodNetworks.org or call the Neighborhood Networks Information Center at (888) 312-2743.

Theme-Related Days

A theme-related day is a good way to draw residents who are not regular participants to the center. Pick one or more days during the week and plan activities or events around a particular theme. Many themes can include activities for all age groups from children to seniors.

In addition to the special activities, be sure to have knowledgeable staff or volunteers available who can answer questions about the regular programs and activities of the center to encourage interested residents to come back.

Neighborhood Networks Week in Cyberspace!

Do not miss several great opportunities to give kids and adults at your center a chance to participate in live Web events. Previous Web events included the WNBA's Chamique Holdsclaw, Monster.com, and Kidz Online. Check the Neighborhood Networks Web site for announcements on this year's scheduled Web events.

Joining a Webcast or chat is completely free of charge. All you need to do is download Windows Media Player and RealOne Player multimedia software to participate. Software is free and can be downloaded at www.NeighborhoodNetworks.org. Center directors are encouraged to involve center users in the downloading process and to demonstrate how software is available on the Web.

It is important to download these programs at least a day before a scheduled event in case you experience technical difficulties.

Flyers that list regular activities and center hours can serve as a take-home reminder about what the center has to offer.

Career Day

- ◆ Host a career fair and invite local employers and employment specialists to meet with residents about local job opportunities and training/skills needed.
- ◆ Invite people from the community who are currently employed to speak to residents at the center and describe the path they took to become employed, including how they

found the position and any education or special training they had.

- ◆ Invite local groups involved in welfare-to-work initiatives to your center to speak with residents about long-term strategies for self-sufficiency.
- ◆ Design an activity in which youth at the center choose a career and come to the center dressed as someone in that profession would. Have the children describe to other center participants what a person who has that job would do.
- ◆ Invite a local one-stop job center or local business to hold a résumé-building or skills-training session.
- ◆ Connect residents with professional or skilled workers who can serve as a mentor for a day or a week.

Education/Literacy Day

- ◆ Host an information session describing the education/literacy resources available within your community. Invite a representative from a postsecondary school or the Department of Education to describe the importance of a well-rounded education.
- ◆ Invite a representative from a local high school to explain the process of receiving a general equivalency diploma.
- ◆ Invite a local college or university to explain the college application process to residents.
- ◆ Invite the local literacy council to your center and hold private consultations with adults in your community who desire to learn how to read.
- ◆ Invite youth, parents, teachers, and community members to come to your center and



give testimonials about the impact education and afterschool programming had on their lives.

- ◆ Invite a local celebrity or civic leader to read a book to the youth at your center.

Safety Awareness Day

- ◆ Invite the local police department to come to your center to describe their programs and the measures they are taking to fight crime in your community.
- ◆ Invite your local fire department to speak to your center's youth about fire prevention and what to do in case a fire breaks out.
- ◆ Hold a meeting with residents to create a local Neighborhood Watch committee.
- ◆ Invite a representative from your local department of public safety to inform residents on how to develop a family disaster plan and a disaster supply kit.

Health and Fitness Day

- ◆ Host a kids' field day. The day could include a variety of fun, competitive, and recreational activities, including a wheel barrow race, tug of war, relay races, and a water balloon toss. Invite parents and ask them to help judge and supervise activities.

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- ◆ Show kids how to look up sports statistics on the Internet or participate in fantasy sports leagues.
- ◆ A health fair is another event that can attract residents of all ages and is also a good way to create partnerships with local healthcare providers or clinics and health advocacy groups. These professional groups are usually happy to provide informational materials, speakers, and possibly health screenings.
- ◆ Ask a nutritionist or nurse (recommended by a local clinic or hospital) to come and talk to children about good eating habits.
- ◆ Provide parents with information about immunizations and free or low-cost healthcare programs for their children.

Ideas From Other Neighborhood Networks Centers

- ◆ During Neighborhood Networks Week 2003, NASA Astronaut Roger Crouch visited the Neighborhood Networks center at the Berkshire Place Apartments in Nashville, Tennessee, and gave an inspiring presentation, "Reaching Out for Hope—Launching Your Own Way."
- ◆ In Grand Forks, North Dakota, the La Grave and Continental Homes learning centers held multiple events during Neighborhood Networks Week 2003, including a kids' carnival, partnership recognition day, an open house, senior day, a residents' potluck dinner, and a drawing for a refurbished computer.



- ◆ Provide a health screening for adults. Local clinics or health organizations are usually willing to provide a healthcare provider to take blood pressure readings. Encourage adults over age 40 to take the online diabetes risk screening test at www.diabetes.org.

Multicultural Day

- ◆ Have individuals from the center give presentations about their cultures.
- ◆ Help kids learn about other cultures by researching them on the Internet.
- ◆ Let adults create a family tree using free online programs.
- ◆ Top off the event with an ethnic food potluck.

Collaborate With Another Center

If your center is small or there are a number of centers in the community, consider holding an event together. Pick one center to host the event and bring residents from other centers to the host center.



Make Your Event a Success

A special event does require planning, but an event does not have to be complicated to be successful. Thoughtful planning and help from a few volunteers can ensure a successful event.

Reaching Out for Advice

Whether your event is an extravaganza or an afternoon open house, there are many people you can reach out to for advice and guidance. Resources are right at your fingertips:

- ◆ Your own staff, residents, and partners.
- ◆ Other Neighborhood Networks centers. Find out what kinds of events other centers have held and how they have made them work by calling the Neighborhood Networks Information Center at (888) 312-2743.
- ◆ Neighborhood Networks Coordinators and other staff at local HUD field offices can be a great resource. They are familiar with successful events that other centers have held. If you do not know how to contact the local HUD field office, call the Neighborhood Networks Information Center at (888) 312-2743.

The Publicity Campaign

A well-conceived, strategic, and integrated publicity campaign is essential to achieving the goals of your Neighborhood Networks Week event. Even the best-planned event will not succeed unless the audiences you want to reach hear about it. Developing effective relationships with all of your many audiences—

residents, community leaders, partners, and others—can provide long-term benefits to your center.

Media attention can provide

- ◆ Credibility for your message or event that cannot be obtained through expensive advertising.
- ◆ The opportunity to reach people who may wish to attend your event or participate in your center's program.
- ◆ The opportunity to attract new partners and supporters.

By including the media, you can reach

- ◆ The community at large to inform them about your center and its programs.
- ◆ Partners to inform them about the center's successes. This will cultivate partnership support.

Here are some basic publicity tactics to consider

- ◆ Take advantage of bulletin boards throughout the community where you can publicize your Neighborhood Networks Week event for free.
 - ◆ Arrange to post materials, such as posters, brochures, and flyers promoting the event at local libraries, grocery stores, malls, or other public spaces.
 - ◆ Call local newspapers and then send a media advisory to the person you spoke with. (See samples at the end of this guide.)

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- ◆ If your center has a Web site, be sure to highlight any events you plan during Neighborhood Networks Week on the site.
- ◆ Call local broadcast media and speak with the public service director about your event. Call as far in advance as possible.
 - ◆ In addition, many community, specialty (for example, senior), and culturally focused newspapers are anxious to promote community activities. Contact them well in advance to find out their deadlines.
- ◆ Write letters to the editor about your upcoming event.
- ◆ Translate materials into other languages, as appropriate, to reach your community's minority and ethnic populations.
- ◆ The Neighborhood Networks Information Center can help by providing a media contact list. Call Neighborhood Networks at (888) 312-2743.

Event Planning Step by Step

Here is an ideal checklist for a large event that is planned months in advance. Even if you do not have months to plan your event, it can help to go through this checklist to be sure you are not forgetting a critical aspect of making your event successful.

For tips on publicizing your event, see the “Media Tips for a Successful Event” box in this section.

Step 1

- ☐ Identify an event committee and assign roles that include development of publicity materials, site logistics, and media contacts.
- ☐ Hold a first committee meeting to determine goals you want to achieve from the event.
- ☐ Select an event, plan a timetable, and create a budget. Be sure to include milestones.

Step 2

- ☐ Recruit volunteers by speaking to community groups, clubs, faith-based organizations, and others.
- ☐ Solicit support such as funds, materials, and volunteers.
- ☐ Invite key speakers and local public figures.
- ☐ Prepare an invitation list.
- ☐ Draft a “Save the Date” postcard and/or flyer/invitation.
- ☐ Print and mail your postcard and/or flyer.
- ☐ Secure your location.

Step 3

- ☐ Develop a specific event schedule to include length of event, who will speak and for how long, and entertainment.
- ☐ Arrange for potential door prizes and event mementos such as buttons, key rings, or T-shirts.
- ☐ Prepare posters, banners, and other event materials.

Step 4

- ☐ Reconfirm all participants.
- ☐ Obtain speaker biographies.
- ☐ Conduct early walkthrough of site.
- ☐ Arrange for podium, seating, and decorations.

- ☐ Secure sound, lighting, and staging needs.
- ☐ Create charts and visual aids.

Five Elements of a Useful Goal

- 1. Specific:** Describes what you want to accomplish with as much detail as possible.
- 2. Measurable:** Describes your goal in terms that can be clearly evaluated.
- 3. Challenging:** Takes energy and discipline to accomplish.
- 4. Realistic:** A goal you are capable of achieving.
- 5. Stated Completion Date:** A specific target completion date is set.

Step 5

- ☐ Hold volunteer orientation session.
- ☐ Identify one or two spokespeople to serve as technical resources for reporters.
- ☐ Develop certificates for participants.

Step 6

- ☐ Draft talking points for speakers if necessary.
- ☐ Call event participants to check needs. For example, do they need a microphone or videotape player?
- ☐ Make followup calls to invitees.
- ☐ Hang banners and posters.

Step 7

- ☐ Prepare event agenda.

Media Tips for a Successful Event

Suggested timeframes before the event are given. However, several things can be done even if you do not have a long lead time. For examples of publicity materials, see Sample Media Documents at the end of this guide.

1 month

1. Prepare or update the center's media list.
2. Kick off advance publicity activities, such as creating public service announcements (PSAs) and placing advertising in monthly publications.

2–4 weeks

1. Send information to local newspapers, television, and radio stations to list in their community calendars.
2. Arrange for event photographer.
3. Complete media advisory.
4. Write news release.

1–2 weeks

1. Select press packet contents.
2. Mail media advisory to weekly newspapers.
3. Call media to confirm receipt and pitch story.

1 week

1. Complete and fax news release.
2. Prepare press packets.
3. Fax media advisory to television and radio stations.

Day of Event

1. Make last-minute followup media calls.
2. Greet reporters as they arrive, distribute press packets, and introduce media to speakers, residents, and partners they may wish to interview.

After the Event

Respond to media inquiries.

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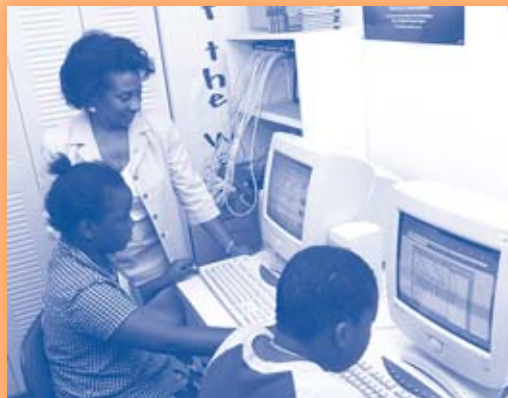
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Day of event

- ❑ Arrive at site 2 hours in advance to make sure everything is in place and works, including microphone, sound system, and other equipment. Setup also could be done the evening before the event.
- ❑ Make sure speakers have their talking points.

After the event

- ❑ Send thank-you notes to speakers and partners who provided food, materials, or funding.
- ❑ Follow up with potential new partners, participants, or anyone else who needs additional information.





HUD Registration Form

Neighborhood Networks Week: June 20–26, 2004 Registration Form

Name/Title _____
Center Name _____
Street Address _____
City _____ State _____ ZIP _____
Phone _____ Fax _____
E-mail Address _____
Property Name _____ FHA Number _____
Property Contact _____ Phone Number _____

Please answer the following questions:

1. Type of housing served (check all that apply)

- ☐ Senior ☐ Family ☐ Assisted ☐ Market rate
_____ Section 8
_____ Section 236
_____ Public housing

2. Date your center became operational _____

3. How many do you have of the following? Paid staff _____ Volunteers _____

4. Will your center be holding a local event during Neighborhood Networks Week? ☐ Yes ☐ No
If yes, please complete the information below.

Name of Event _____ Date _____ Time _____

Description of Event _____

Anticipated Attendance _____

5. Will your center participate in any of the national Webcasts or Web chats during
Neighborhood Networks Week? ☐ Yes ☐ No

Mail this form to: Neighborhood Networks Week
2277 Research Boulevard, 5J
Rockville, MD 20850

Fax this form to: (301) 519–5980



Sample Media Documents

Following are some sample media documents that can be used to promote your Neighborhood Networks Week event. They are here for guidance only; you can customize them to suit the needs of your center and event. For more sample news releases and brochure ideas, see the electronic templates on the Neighborhood Networks Web site at www.NeighborhoodNetworks.org.

Sample Proclamation

A proclamation is usually presented by a local public official to the Neighborhood Networks center in recognition of a center milestone or event.

To request a proclamation, a center representative should contact the office of the local public official, describe the event or occasion, and ask if the public official can present a proclamation to the center. Proclamations usually are presented at public events.

To assist the office with preparation of the proclamation, a center should provide basic but essential information about the event, the center, and HUD's Neighborhood Networks initiative. The information that is provided usually appears very formally, using "Whereas" clauses as shown on the next page.

The following general language can help a center prepare a proclamation.



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Neighborhood Networks Week Proclamation

Whereas [insert the name of the center] [insert nature of event, such as marking the celebration of Neighborhood Networks Week 2004].

and

Whereas [insert the name of the center] has provided essential programs and services, such as [insert], which enable residents to move toward self-sufficiency...

and

Whereas [name of center] is one of more than 1,200 Neighborhood Networks centers in 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands...

and

Whereas Neighborhood Networks, launched in 1995, is a community-based initiative created by the U.S. Department of Housing and Urban Development (HUD). Through innovative public and private partnerships, Neighborhood Networks establishes multiservice community learning centers that bring technology access to residents of all ages living in insured and assisted housing...

and

Whereas Neighborhood Networks centers provide many programs and services to residents, including employment training and opportunities, computer access and training, educational opportunities, healthcare services, and social services...

Now, therefore,

I, _____

serving as _____

of _____

do hereby proclaim June 20–26, 2004 as Neighborhood Networks Week.

Signed _____ day of _____, 2004



Sample Media Advisory

A media advisory serves as an invitation for media to attend the event. Although simple and short, media advisories are designed to spark reporters' interest so that they will want to attend the event.

Media advisories are usually less than a page. Include brief one-line descriptions explaining where, when, and why you are holding the event and who will be there. Add one or two brief paragraphs providing background information.

Media Advisory

Seattle Neighborhood Networks Center
123 Main Street
Seattle, WA 12345

For Immediate Release

[Date], 2004

Contact

John Smith (555) 555-5555

Seattle Neighborhood Networks Center Holds Open House

What: Community Open House
Where: Seattle Neighborhood Networks Center, 123 Main Street, Seattle, WA 12345
When: [Date], 2004, Noon-4 p.m.
Who: Frank Keller, Center Coordinator

City, State—In celebration of Neighborhood Networks Week 2004: *Connecting Families With the Future*, Name Neighborhood Networks Center, located at Address will officially open on Date, providing # residents with daily access to computer job-training and educational opportunities and social services. Equipped with # computers, the center plans to offer computer training and adult education classes, GED certification, and afterschool youth services.

The Seattle Neighborhood Networks Center is one of more than 1,200 Neighborhood Networks centers that have opened nationwide, including # in State. Launched by HUD in September 1995, Neighborhood Networks is a community-based initiative that provides residents of HUD insured and assisted housing with onsite access to computer technology, resources, and job-training skills as a vehicle to self-sufficiency.

Neighborhood Networks Week 2004: *Connecting Families With the Future*, is a weeklong celebration that recognizes the achievements of Neighborhood Networks centers located across the United States, Puerto Rico, and the U.S. Virgin Islands.

Additional information is available from the HUD Neighborhood Networks Web site at www.NeighborhoodNetworks.org or by calling the Neighborhood Networks Information Center toll free at (888) 312-2743.



Sample News Release

The news release provides more indepth information than a media advisory, and should be included in your media packets. A news release should be typed or reproduced on 8.5-by-11-inch paper and should be no longer than two pages. If it is about an event, it should contain the date, place, time, and person to contact.

News Release

Seattle Neighborhood Networks Center
123 Main Street
Seattle, WA 12345

For Immediate Release
[Date], 2004

Contact
Frank Keller (555) 555-5555

New Neighborhood Networks Center Opens in Seattle

City, State—In celebration of Neighborhood Networks Week 2004: *Connecting Families With the Future*, Name Neighborhood Networks Center, located at Address will officially open on Date, providing # residents with daily access to computer job training, educational opportunities, and social services, such as transportation.

Equipped with # computers, the Name Center is one of more than 1,200 Neighborhood Networks centers that have opened nationwide, including # in State. The center plans to offer computer training and adult education classes, GED certification, and afterschool youth services.

Among the scheduled speakers at Name Center's grand opening are names of speakers.

Neighborhood Networks Week 2004: *Connecting Families With the Future*, is a weeklong celebration that recognizes the achievements of Neighborhood Networks centers across the United States, Puerto Rico, and the U.S. Virgin Islands.

Launched by HUD in September 1995, Neighborhood Networks is a community-based initiative that provides residents of HUD insured and assisted housing with onsite access to computer technology, resources, and job-training skills as a vehicle to self-sufficiency.

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Sample Radio Public Service Announcement (PSA)

Local radio stations may be willing to promote your event by airing a public service announcement (PSA). These announcements promote public causes and are run free of charge, usually in unsold time slots during scheduled commercial breaks. Repeated mention of such an event on the air for days or weeks usually results in a large crowd.

PSA (15 seconds)

Date, join name of your center for our grand opening at address of center.

Call name of contact person at phone number and learn how you can help your community during HUD's Neighborhood Networks Week 2004.

PSA (20 seconds or 30 seconds, depending on amount of detail)

On date, join name of center at address of center for a type of event, such as picnic, health fair, and so on.

The goal of the event is describe the goal. You will be able to what people can do at the event.

Call name of contact person at your center contact telephone number and learn how you can help your community during HUD's Neighborhood Networks Week.





Sample Event Invitation

Create a personal event invitation for community members. Do not forget important information. An invitation should include:

- ◆ Center's name.
- ◆ Contact information.
- ◆ Description of the event.
- ◆ Event specifics (date, time, and location).

YOU'RE INVITED!

You are cordially invited to join Name Neighborhood Networks Center on Date in celebration of HUD's Neighborhood Networks Week 2004: *Connecting Families With the Future*.

What: Grand Opening

When: Day, Date, Time

Where: Seattle Neighborhood Networks Center

RSVP: (5 days before event date)

**Seattle Neighborhood Networks Center
123 Main Street, Seattle, WA, 12345
Phone: (555) 555-5555**





**U.S. Department of Housing
and Urban Development
Neighborhood Networks
2277 Research Boulevard, 5J
Rockville, MD 20850**

**Web site: *www.NeighborhoodNetworks.org*
E-mail: mail@neighborhoodnetworks.org**

**Neighborhood Networks
Information Center:
(888) 312-2743
TTY: (800) 483-2209**